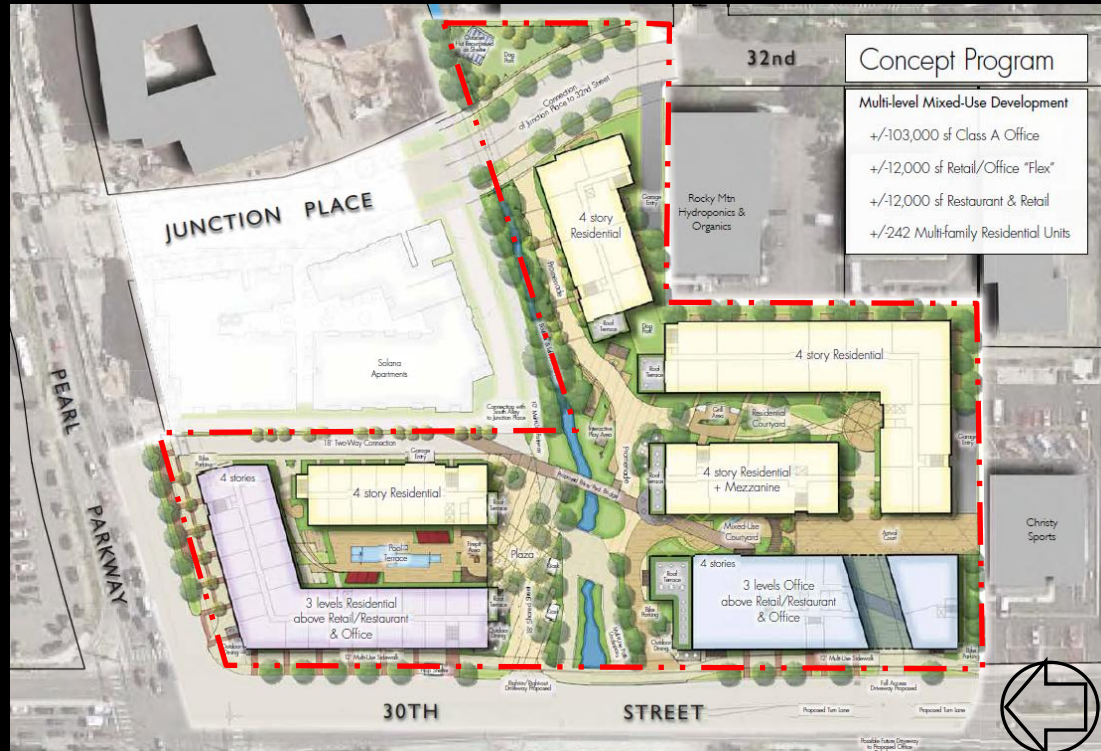


# 3000 Pearl Concept Plan Review



City Council- January 15, 2015

# Concept Plan Review Purpose (§9-2-13 B.R.C. 1981)

Determine a general development plan, including:

- ✓ Land uses
- ✓ Arrangement of uses
- ✓ General circulation patterns
- ✓ Methods of encouraging alternative transportation
- ✓ General architectural characteristics
- ✓ Environmental preservation

Intended to give the applicant comments from the public, city staff, and Planning Board early in the process

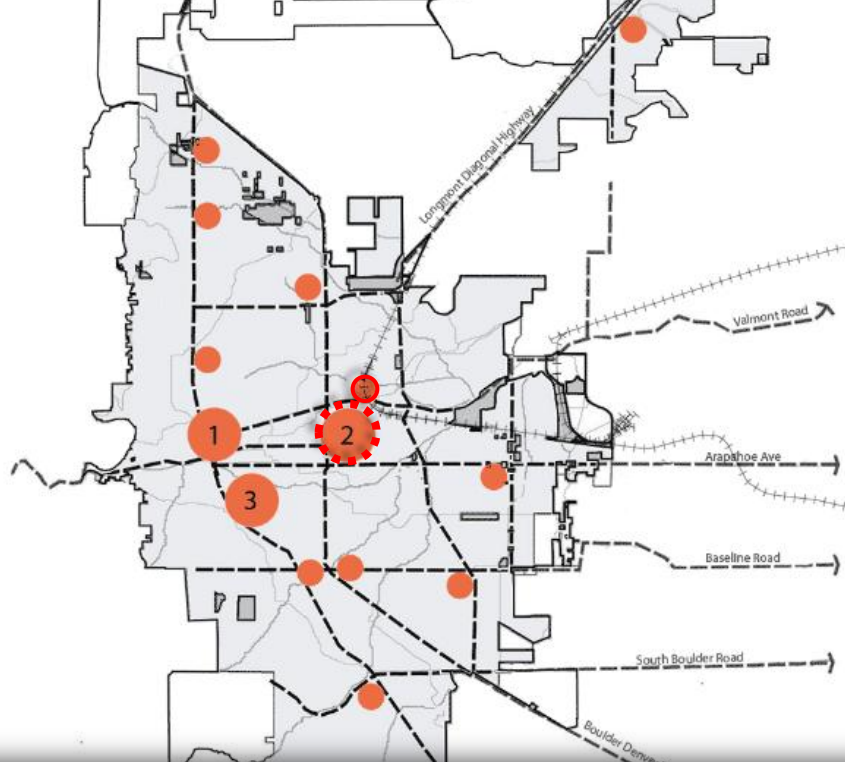
No formal action: approval or denial on the application

# **Concept Plan Review: Overview**

- **Context**
- **Proposed Concept**
- **Key Issues**
  1. **Consistency with the BVCP Land Use Designations;**
  2. **Consistency with the TVAP Transportation Connections Plans; and**
  3. **Preliminary consistency with BVRC and TVAP guidelines.**

# Process to Date

- **Planning Board reviewed Concept Plan on June 4, 2014: recommended applicant return with a second Concept Plan based on their comments**
- **Planning Board reviewed Concept Plan on Oct. 30, 2014**
- **City Council called up the Concept Plan on Nov. 18, 2014**



## Activity Centers



**Neighborhood Activity Center**



**Planning Area**



**City Limits**



**Regional Activity Center**

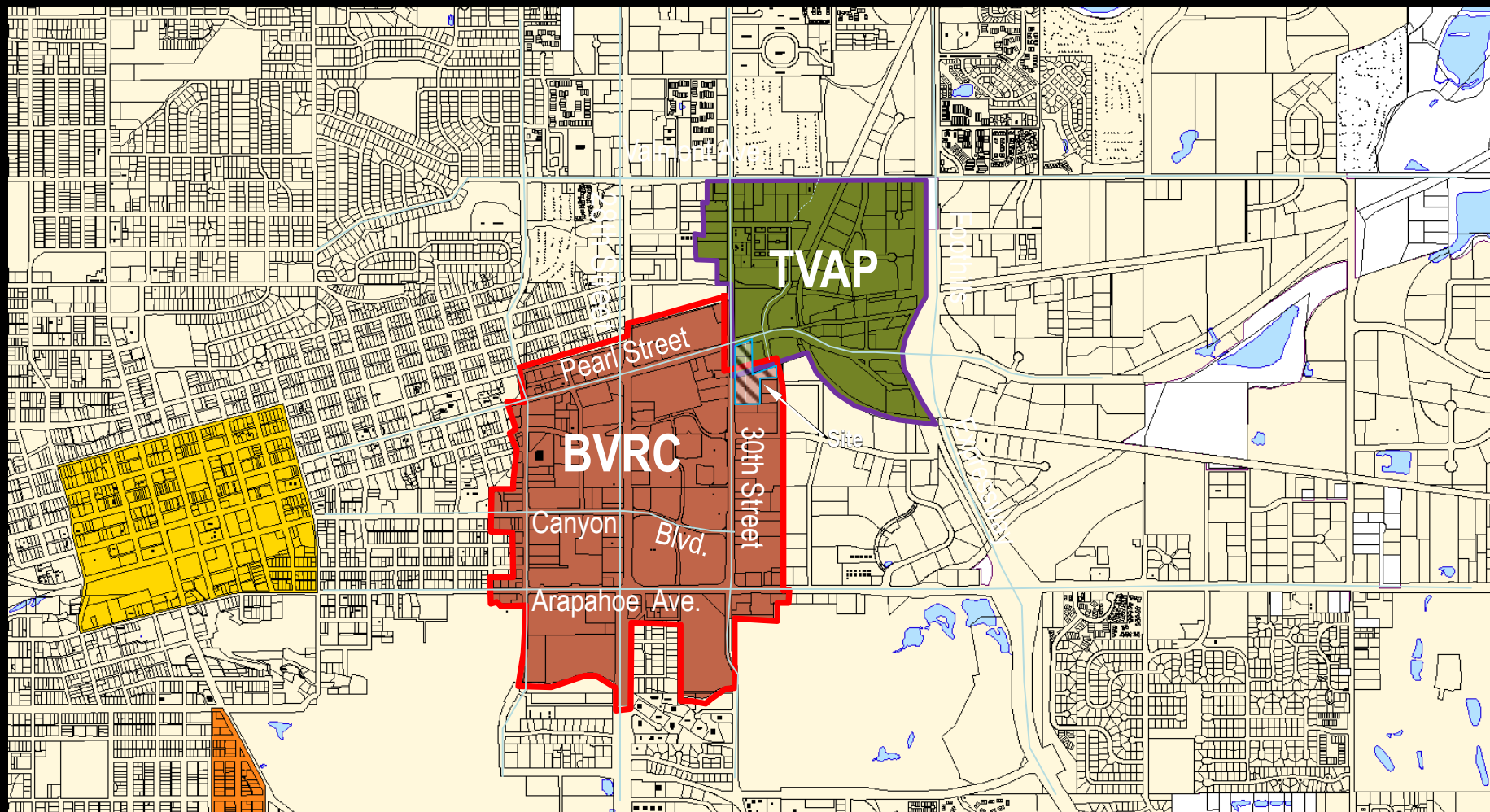
**1- Downtown**

**2- Boulder Valley Regional Center**

**3- University of Colorado**

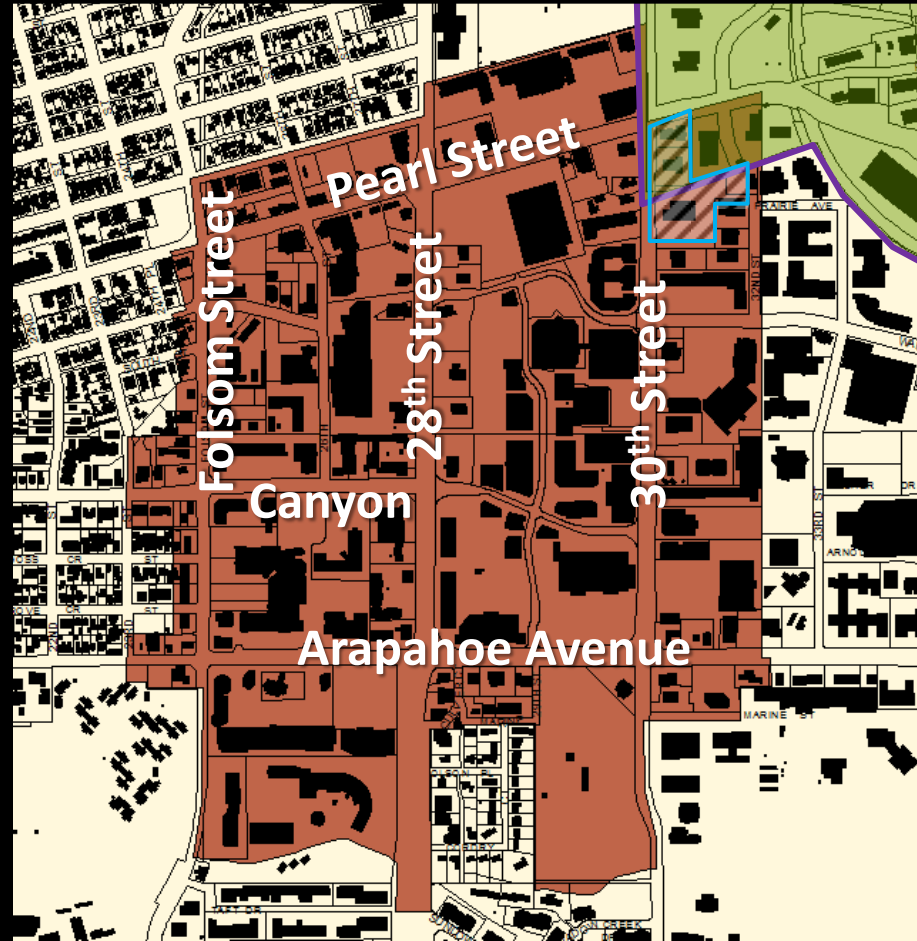
At the highest level of intensity are the city's three regional centers. They form a triangle at

The next tier of intensity is neighborhood activity centers. In addition to serving as neighborhood gathering places, these centers also provide goods and services for the day-to-day needs of nearby residents, workers and students, and are easily accessible from surrounding areas by foot, bike and transit.



# Boulder Valley Regional Center (BVRC)

*The Boulder Valley Regional Center (BVRC) is a primarily commercial area, providing retail at a range of scales, restaurants, offices, and hotels in the geographic center of Boulder.*







# Transit Village Area Plan

## Alternative Transportation

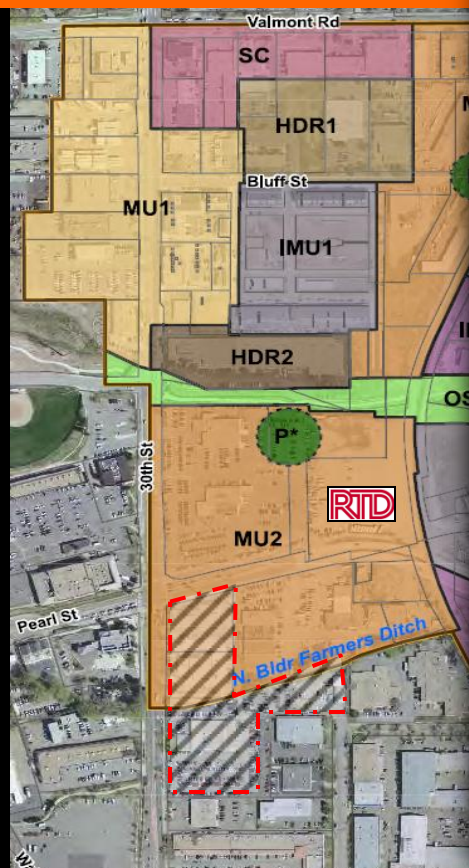
To reduce the traffic impacts of higher-density development and capitalize on the new transit services, the city will work with property owners and businesses to institute a comprehensive Transportation Demand Management (TDM) program for the area. Similar to the Downtown and the University of Colorado campus today, program incentives and managed, paid parking will encourage area residents, employees and shoppers to choose transit, walking, bicycling, ride-sharing and telecommuting over driving. The TDM program, combined with improved transit services, better pedestrian and bicycle facilities, and a more pedestrian-oriented environment, will make it easy and inviting to get to and around the area without a car. This will enable residents and workers to reduce their household transportation costs.





# Transit Village Area Plan

## Transit Village Area Plan



## Who would live here?

Mixed use can range in price and types of households served, from affordable to higher-end.

- These prototypes are more likely to be attractive to singles, couples and workers who like proximity to urban services, transit and employment centers.
- These prototypes may also appeal to empty-nesters and active seniors

## Who would work here?

Retail workers would be those associated with small- and medium-sized retail stores, restaurants, and personal services.  
Office workers would be those associated with professional, corporate or technical fields.

Floor Area\*



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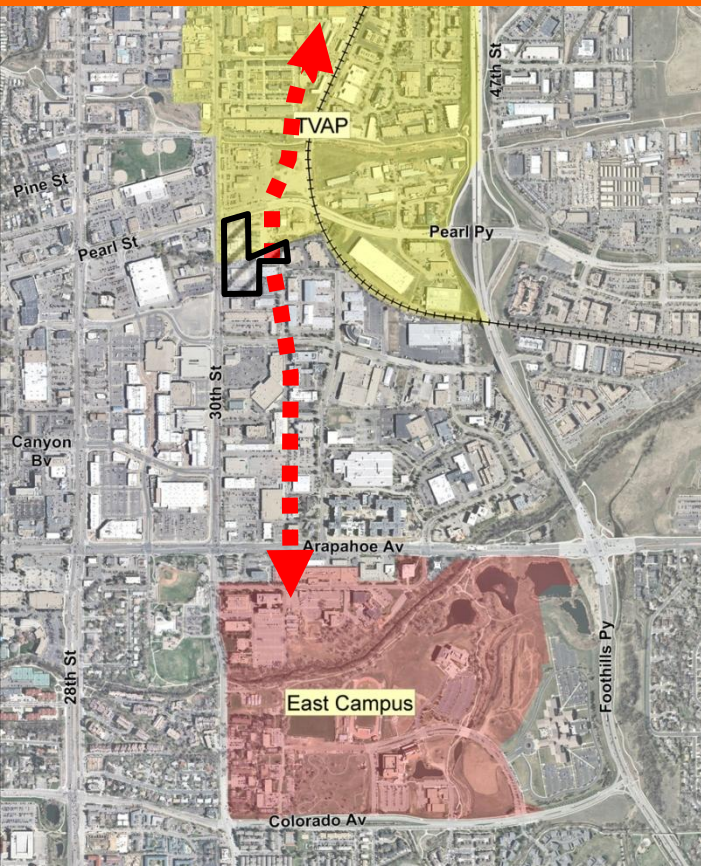






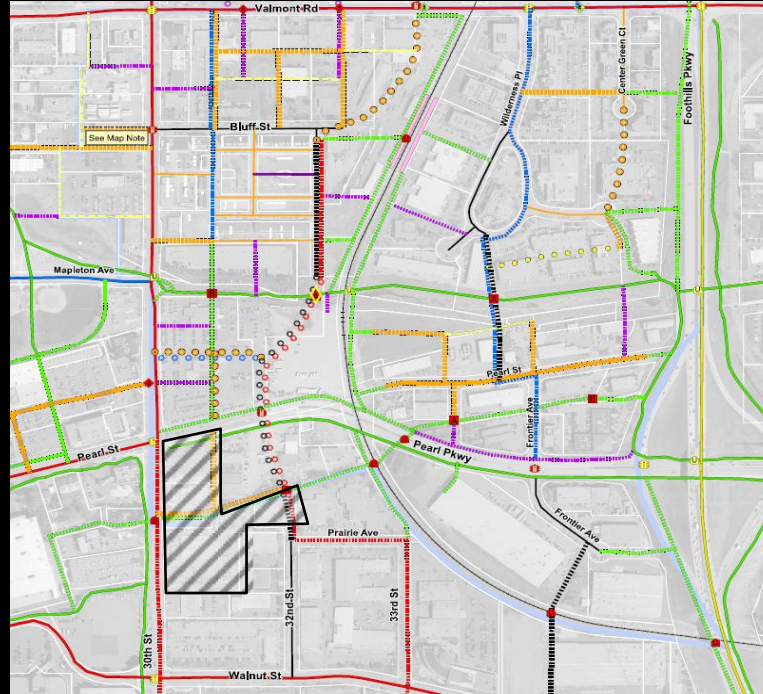
Transit Village Area Plan

# Transit Village Area Plan Implementation



## Transit Village Area to CU East Campus

# TVAP Connections Plan



## Proposed Street Connections

- Collector Street
- Collector Street - Flexible Alignment\*
- Collector Street - Upgrade Existing
- Local Street
- Local Street - Flexible Alignment\*
- Local Street - Upgrade Existing
- Alley
- Alley - Flexible Alignment\*

## Existing Bike and Ped Connections

- Multi Use Path
- On Street Bike Lane
- Designated Bike Route
- Sidewalk Connection
- Paved Shoulder

## Proposed Bike and Ped Connections

- Multi Use Path
- Multi Use Path Existing Upgrade
- On Street Bike Lane
- On Street Bike Lane - Flexible Alignment\*
- Designated Bike Route
- Designated Bike Route - Flexible Alignment\*
- Sidewalk Connection
- Sidewalk Connection - Flexible Alignment\*

## Existing Bike/Ped Crossings

- Enhanced Crossing
- Underpass
- Traffic Signal

## Proposed Bike/Ped Crossings

- Traffic Signal
- Roadway Bridge
- Enhanced Crossing
- Bridge
- Underpass
- Enhanced Access



# Surrounding context

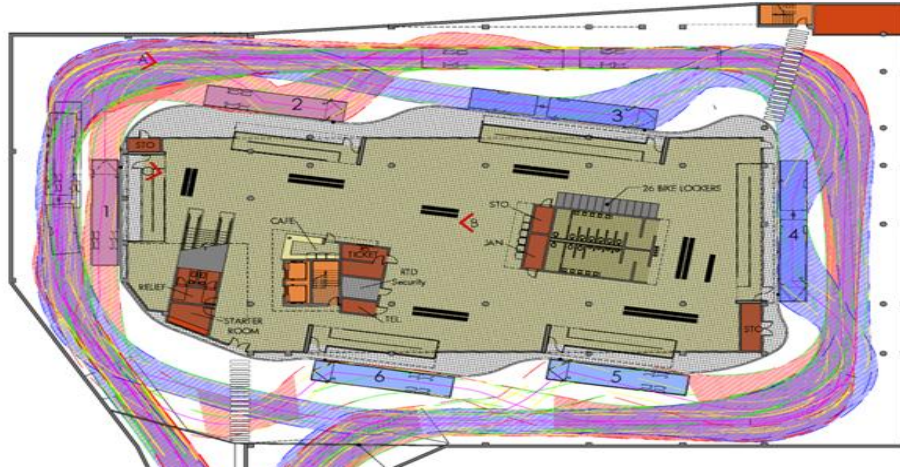


# Surrounding context



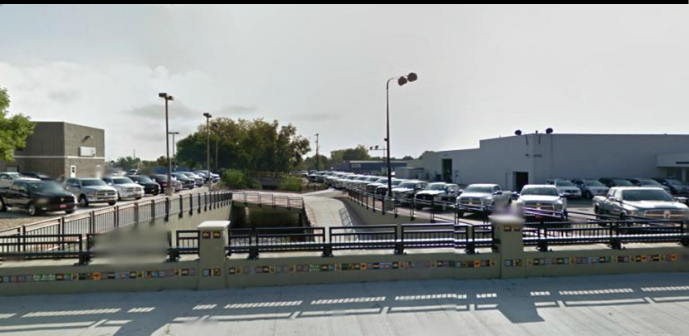


# Surrounding context





# The Existing Site





# Concept Plan

Multi-level Mixed-Use Development

+/-103,000 sf Class A Office

+/-12,000 sf Retail/Office "Flex"

+/-12,000 sf Restaurant & Retail

+/-242 Multi-family Residential Units

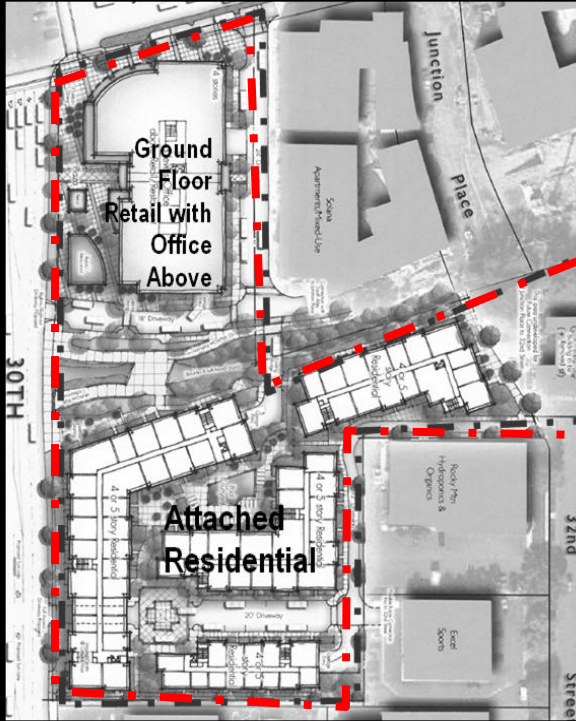


**Site Area = 6.01 Acres (261,795 SF)**

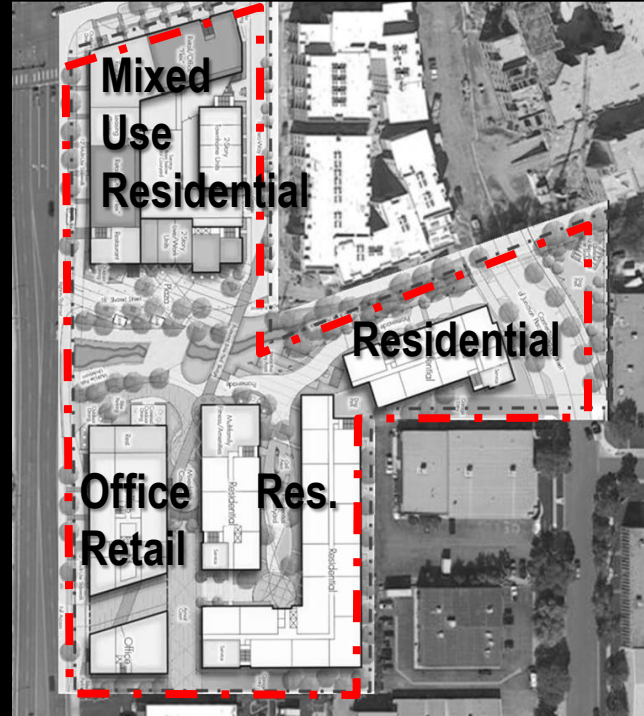
**Total Gross Bldg. SF = 443,944 SF**

**FAR = 1.7 to 1.9 FAR (NET) (2.0 is by-right)**

# Previous and Current Concept Plan



# Previous Concept Plan



# Current Concept Plan



# Initial Concept Plan Comments

- There was interest in seeing the ditch function as an amenity for residents and retail spaces.
- Include family friendly and other unit types
- Consider including family friendly amenities such as playgrounds and daycare.



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- **There was general interest in varying the heights of buildings. They should not be monolithic.**



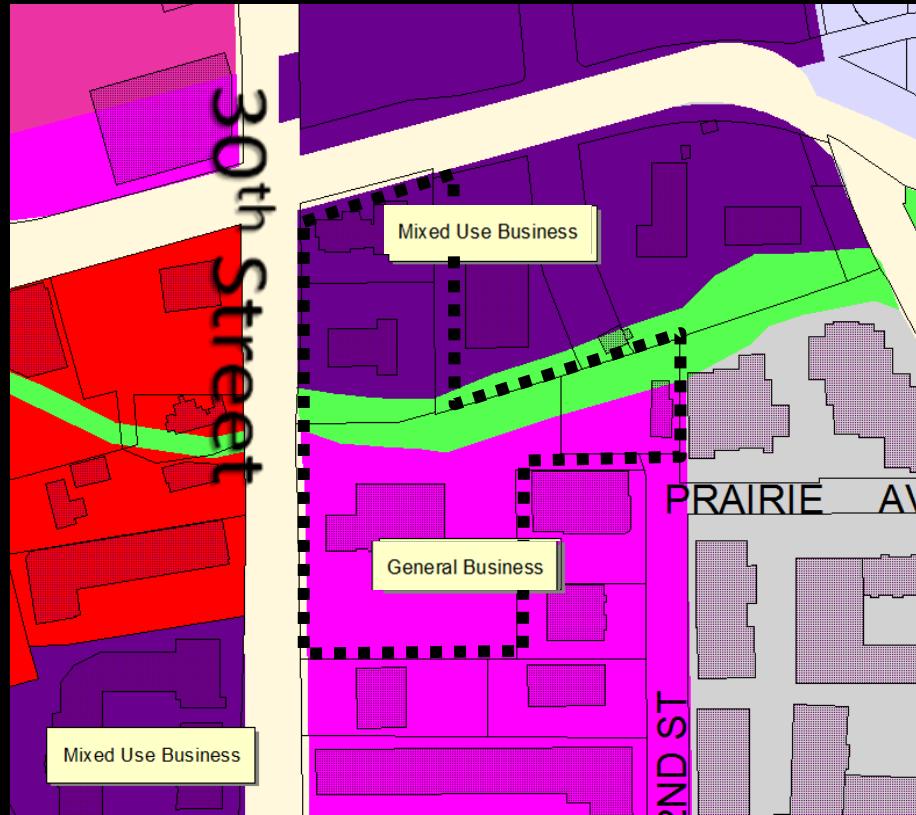
- **The proposal generally meets the TVAP and BVRC but a monolithic height would not be acceptable.**
- Consider keeping the Quonset hut as a possible amenity.



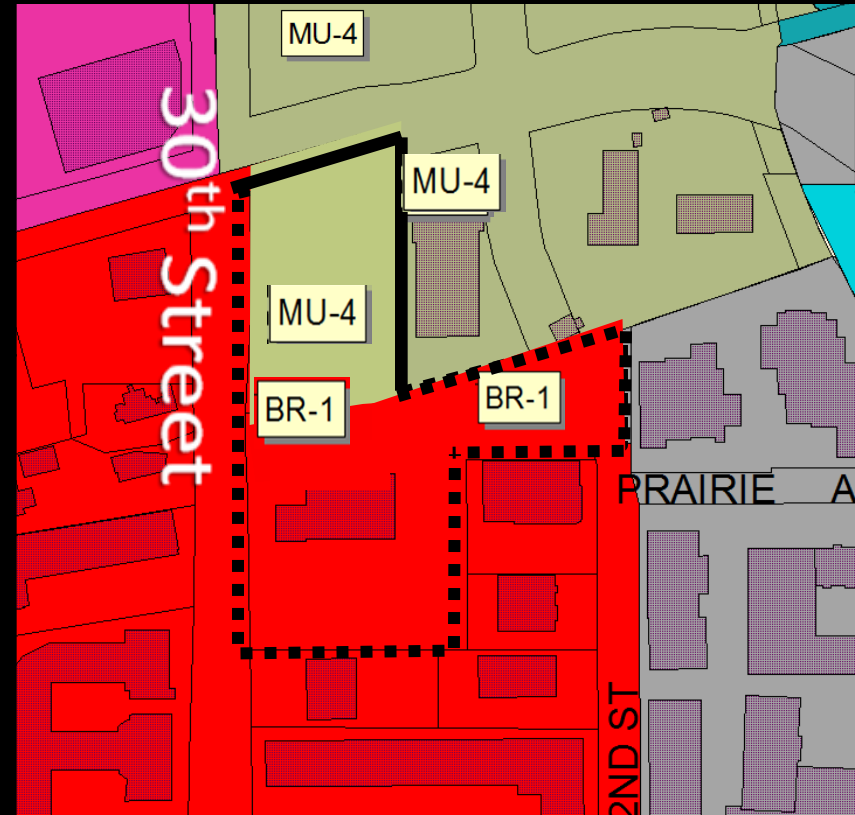
# Initial Concept Plan Comments

- There was interest in seeing the ditch function as an amenity for residents and retail spaces.
- Include family friendly and other unit types
- Consider including family friendly amenities such as playgrounds and daycare.
- There was general interest in varying the heights of buildings. They should not be monolithic.
- Improve bike and pedestrian access through the site.
- Get cars below ground as quickly as possible.
- Create pedestrian interest along 30<sup>th</sup> Street and activate the streetscape.
- Provide quality bike parking.
- Maintain a sense of some openness and solar access.
- **There was some willingness to consider land use change but it is not a given. There is a question whether a land use change would be made through Comp Plan change.**
- Include residential over retail on the northwest corner to improve compatibility with city guidelines.
- The proposal generally meets the TVAP and BVRC but a monolithic height would not be acceptable.
- Consider keeping the Quonset hut as a possible amenity.

# Key Issue 1: Consistency with Comp Plan Land Use



BVCP Land Use

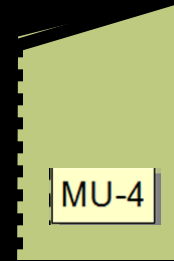
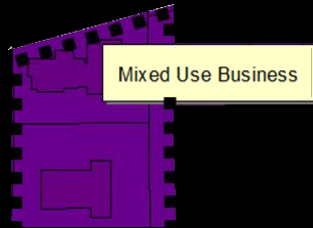


Zoning

# Criteria for a Rezoning

- (1) The applicant demonstrates that rezoning is necessary to comply with BVCP map;*
- (2) The existing zoning of the land was the result of a clerical error;*
- (3) The existing zoning of the land was based on a mistake of fact;*
- (4) The existing zoning didn't account for natural constraints;*
- (5) The land/surroundings have changed to such a degree that it is in the public interest to encourage a redevelopment of the area or to recognize the changed character of the area; or*
- (6) The proposed rezoning is necessary to provide land for a community need that was not anticipated at the time of adoption of the Boulder Valley Comprehensive Plan.*

# Key Issue 2: Consistency with Comp Plan Land Use



Mixed Use Business: Housing and public uses supporting housing will be encouraged and may be required. Specific zoning and other regulations will be adopted which define the desire intensity, mix, location and design characteristics of these uses.”

MU-4 Zoning Intent: Mixed use residential areas generally intended for residential uses with neighborhood serving retail and office uses; and where complementary uses may be allowed. It is anticipated that development will occur in a pedestrian-oriented pattern, with buildings built up to the street.

BVCP Land Use

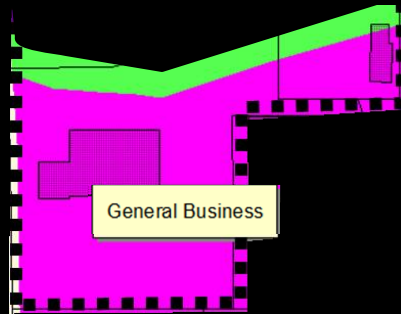
Proposed Project

Zoning

# Key Issue 2: Consistency with Comp Plan Land Use

“The General Business areas are located, for the most part, at junctions of major arterials of the city where intensive commercial uses exist. The plan proposes that these areas continue to be used without expanding the strip character already established.”

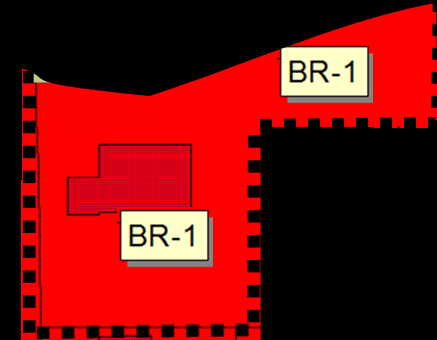
BR-1: A wide range of retail and commercial operations, including the largest regional-scale businesses, which serve outlying residential development; and where the goals of the Boulder Urban Renewal Plan are implemented.



BVCP Land Use



Proposed Project



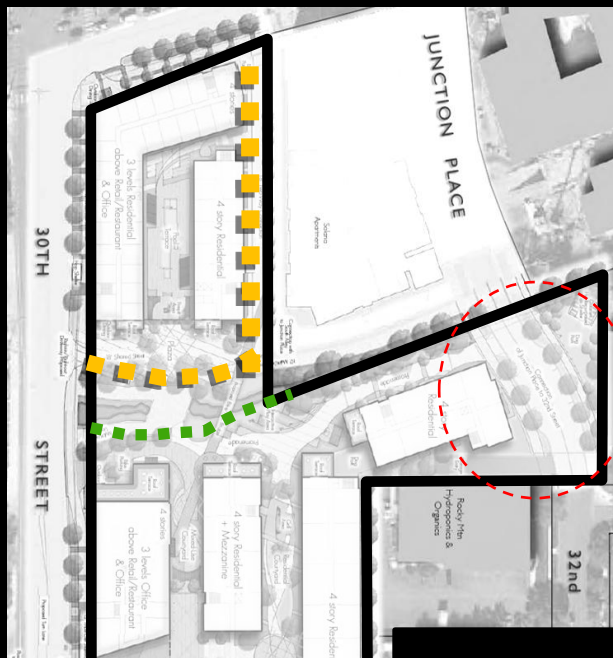
Zoning

# Comparison on By-Right to Proposed

BR-1Area of Site	By-Right	Proposed
USES: Attached Res. Office Retail	all permitted by-right	attached res. office retail
Dwelling units/acre	27.2 du/acre	93 units @ 27.2 du/ac.
Floor Area Ratio	2.0 FAR/4.0 max	1.9 FAR net
Min. Lot Area per Dwelling unit	1,600 sf/du	1,600 sf/du
Height	35 feet	Up to 55 feet

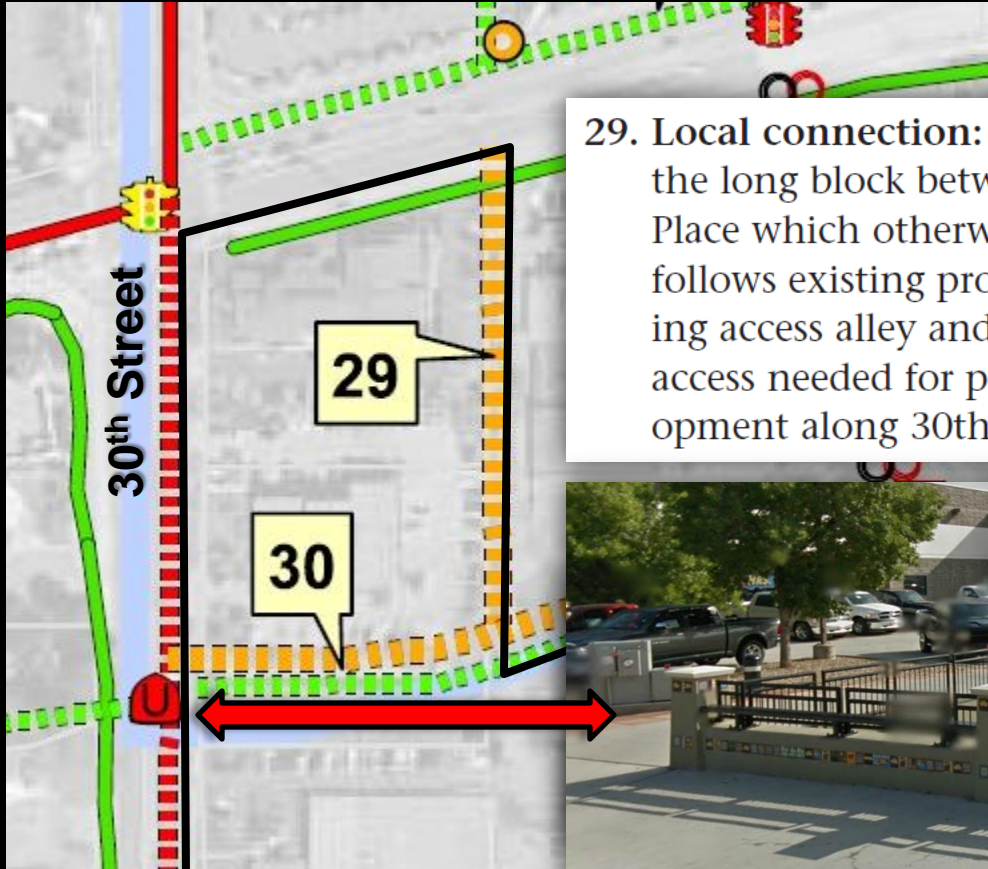


# Key Issue 2: Response to TVAP Connections Plan

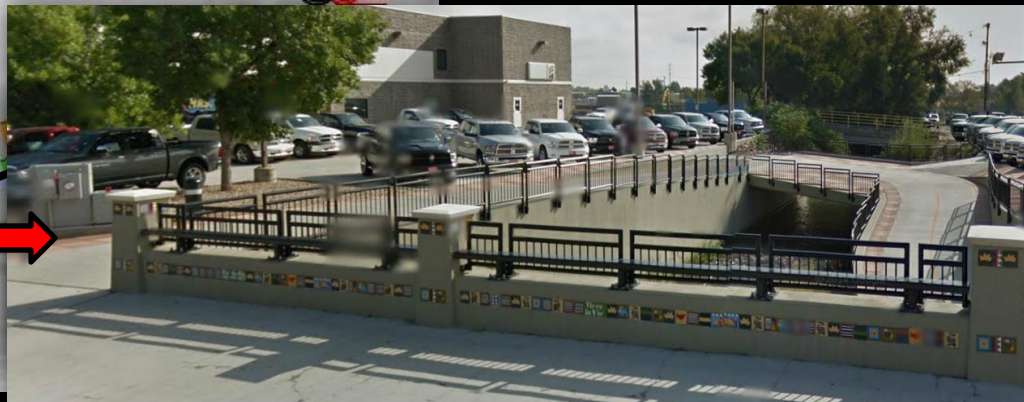


Proposed Street Connections	Existing Bike and Ped Connections	Proposed Bike and Ped Connections	Existing Bike/Ped Crossings	Proposed Bike/Ped Crossings
Collector Street	Multi Use Path	Multi Use Path	Enhanced Crossing	Traffic Signal
Collector Street - Flexible Alignment*	On Street Bike Lane	Multi Use Path Existing Upgrade	Underpass	Roadway Bridge
Collector Street - Upgrade Existing	Designated Bike Route	On Street Bike Lane	Traffic Signal	Enhanced Crossing
Local Street	Sidewalk Connection	On Street Bike Lane - Flexible Alignment*		Bridge
Local Street - Flexible Alignment*	Paved Shoulder	Designated Bike Route		Underpass
Local Street - Upgrade Existing		Designated Bike Route - Flexible Alignment*		Enhanced Access
Alley		Sidewalk Connection		
Alley - Flexible Alignment*		Sidewalk Connection - Flexible Alignment*		

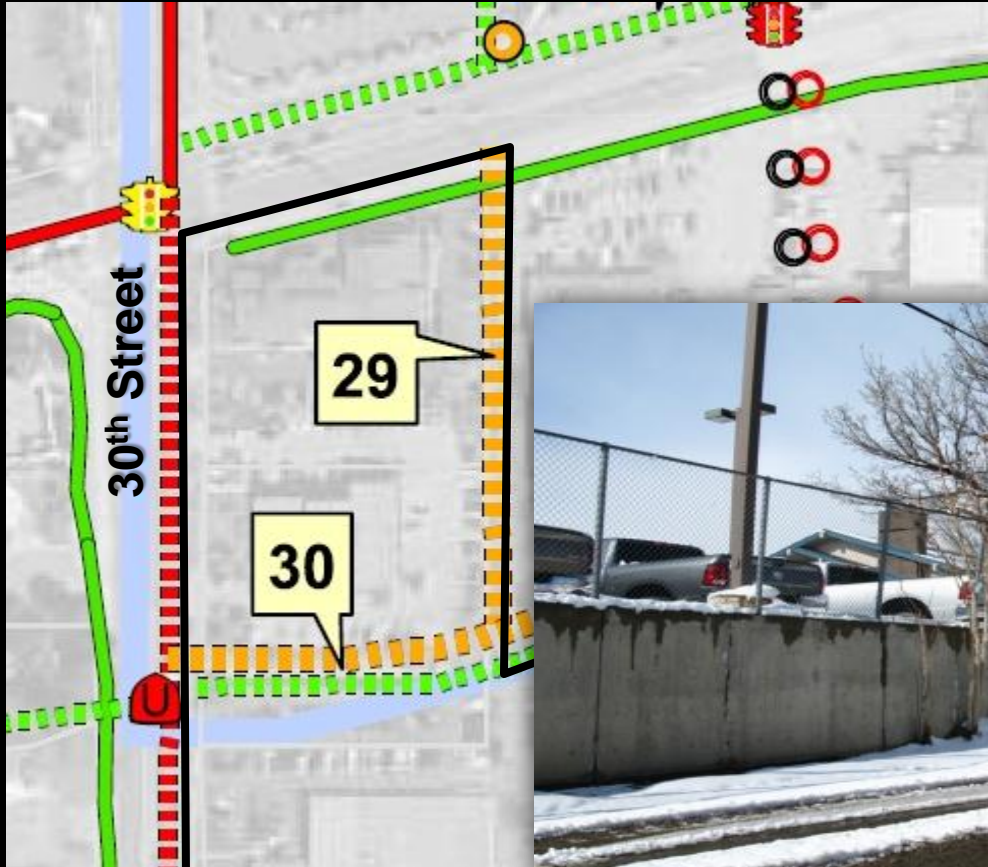
# Key Issue 2: Response to TVAP Connections Plan



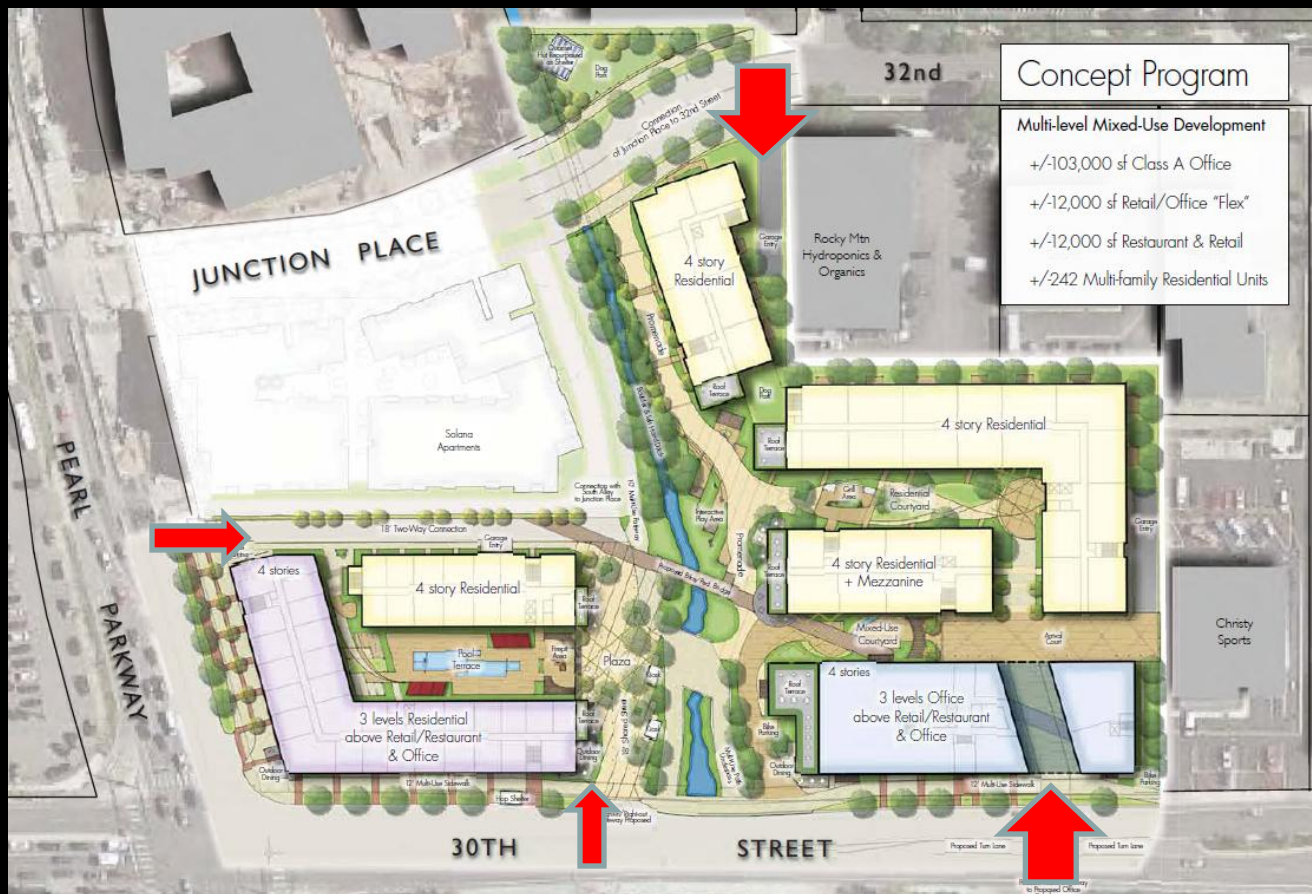
**29. Local connection:** This local street will break up the long block between 30th Street and Junction Place which otherwise would be about 480 feet. It follows existing property boundaries and an existing access alley and will provide the back door access needed for parking and deliveries for redevelopment along 30th Street.



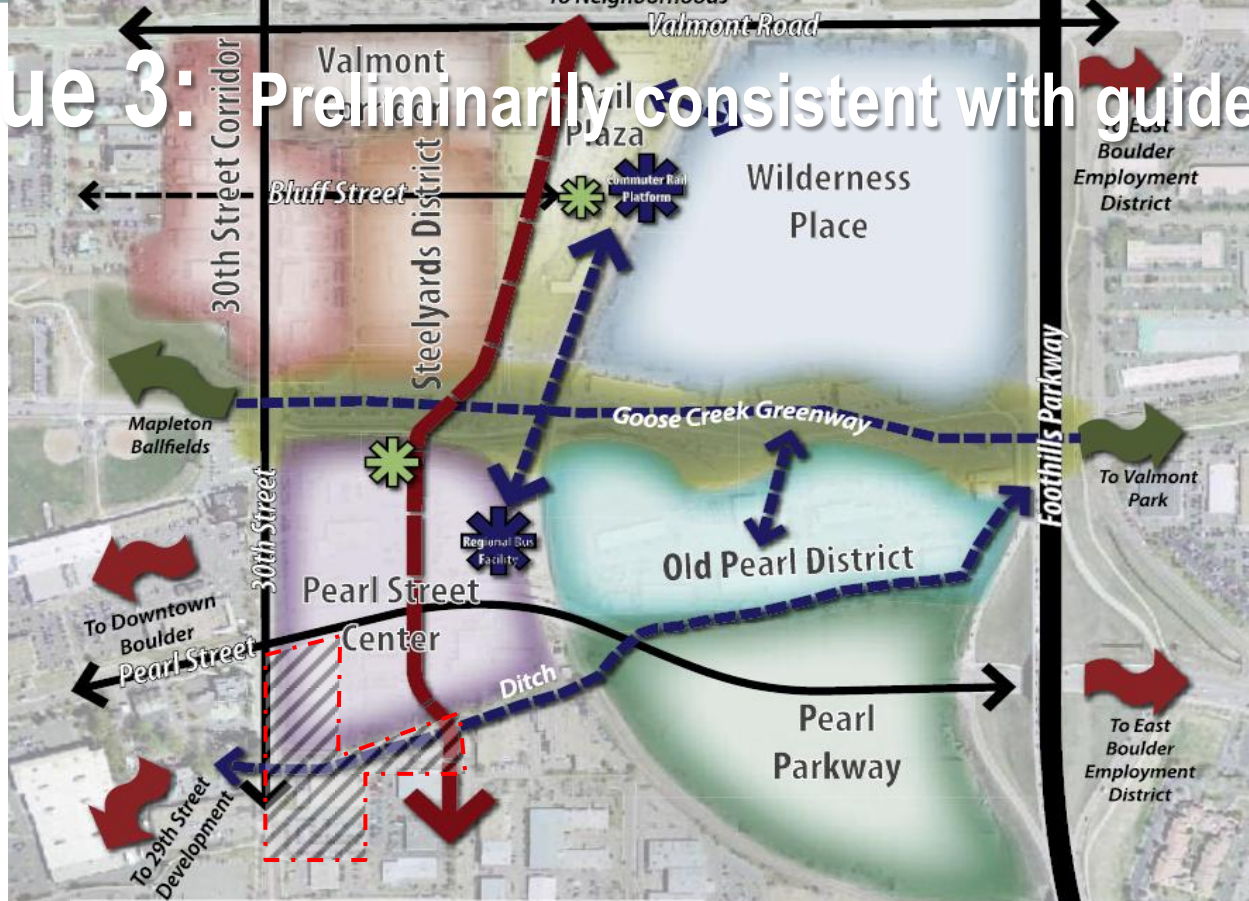
# Key Issue 2: Response to TVAP Connections Plan







# Key Issue 3: Preliminarily consistent with guidelines?



The Pearl Street Center District will become a high-intensity mixture of housing and retail, capitalizing on its central location and the future regional bus facility.



# Key Issue 3: Preliminarily consistent with guidelines?

- Four-sided architecture
- Authentic and human scale materials and details
- Awnings, additional glazing at the street level
- Active Uses on the ground floor
- Pronounced building entrances at the street level
- Locate buildings as close to the street as possible
- Provide breaks in the building façade
- Allow more permeability into the site
- Minimize the mass of the buildings at the street level





Questions of staff?

# Key Issues

- 1. Consistency with the BVCP Land Use Designations;**
- 2. Preliminary consistency with BVRC and TVAP guidelines; and**
- 3. Consistency with the TVAP Transportation Connections Plans.**